

2011 - 2012 Statement of Legislative Intent

Ready for Notebook

Tab	Action	Option	Version
23	1	A	1

Budget Action Title: OED-Increasing Small Business Access to New Markets

Councilmembers: Bagshaw; Conlin; Rasmussen

Staff Analyst: Phyllis Shulman

Date		Total	SPUNC	SB	BH	SC	TR	JG	NL	RC	TB	MO
	Yes											
	No											
	Abstain											
	Absent											

Statement of Legislative Intent:

Budget Action - Statement of Legislative Intent

Tab Information: 23-1-A-1

Title: OED-Increasing Small Business Access to New Markets

Approval Status: Not Moved

Publication Status: Review Draft

Budget Action Description

Background:

One of the challenges for small business retention and expansion is the capability to do market research that assists businesses in accessing new markets. Services exist for large companies, but small companies cannot generally access or afford these services. Currently, OED's work in this area is limited to connecting companies to opportunities within the City of Seattle and informal match-making, but does not include providing GIS data, customer segmentation information, and other market research that large companies depend on to identify new markets.

Statement of Legislative Intent:

The Council requests that by June 30, 2011 the Office of Economic Development develop options for providing market research support to small businesses (those with 10-100 employees and revenues between \$1 million and \$50 million annually) within OED's targeted sectors that include Manufacturing and Maritime, Healthcare and Life Sciences, Content Technology, Energy Efficiency, and Retail, Food and Hospitality. Options considered should include those services that are currently in existence, for example the existing service offered by Washington State University, as well as identifying new options, for example the option of establishing a "corporate librarian" as part of the Seattle Public Library system. OED is requested to identify the options, identify the costs for each option, and provide recommendations on implementation in writing to the Committee.

Responsible Council Committee(s): Regional Development & Sustainability

Date Due to Council: June 30, 2011